

ABSTRACT

A vertical soap article display rack is attached to the front of grocery shelves. The display includes one to six modules, where each module is constructed of a substantially open frame such as wire. The module includes a bottom support with a front retaining lip; and
5 a circumferential frame, such as a stiff wire to contain a stack of soap articles, and a removal slot between the frame and the bottom support. A soap article may be placed in a stack within the frame and removed by a customer through the removal slot. A portion of the front may be open.